#3

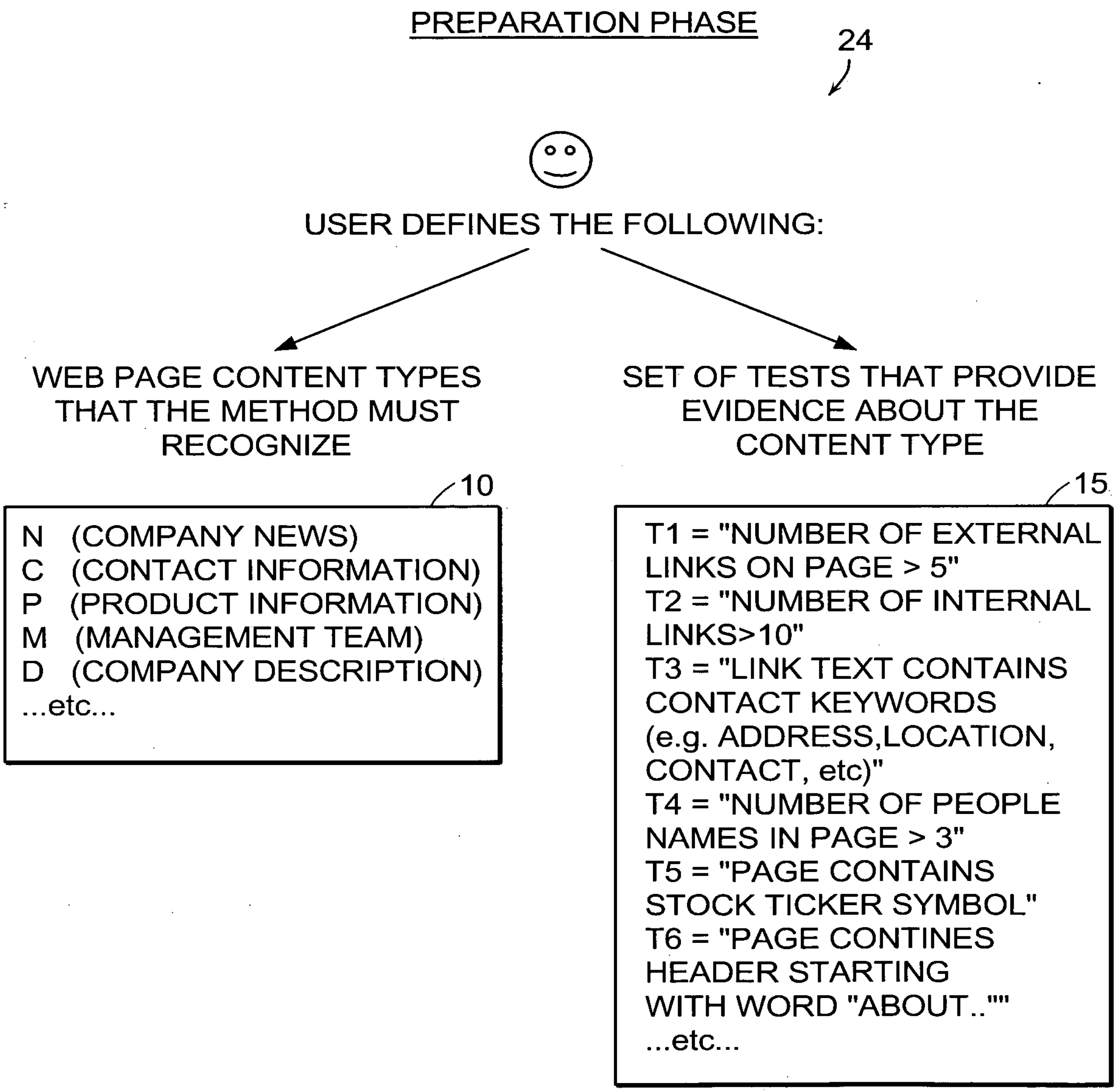
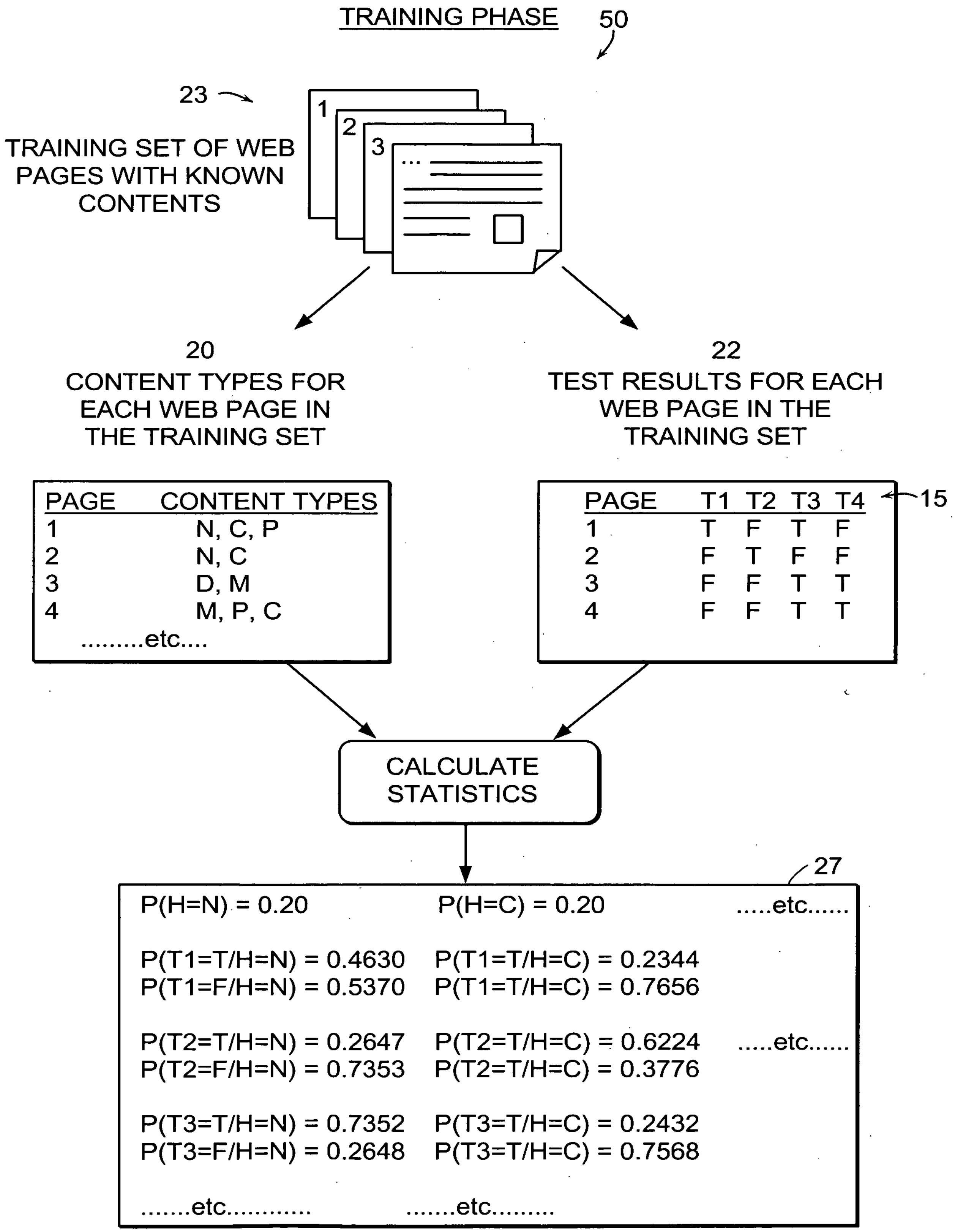

PREPARATION PHASE
24
USER DEFINES THE FOLLOWING:
WEB PAGE CONTENT TYPES THAT THE METHOD MUST RECOGNIZE
10
N (COMPANY NEWS)
C (CONTACT INFORMATION)
P (PRODUCT INFORMATION)
M (MANAGEMENT TEAM)
D (COMPANY DESCRIPTION)
...etc...
SET OF TESTS THAT PROVIDE EVIDENCE ABOUT THE CONTENT TYPE
15
T1 = "NUMBER OF EXTERNAL LINKS ON PAGE > 5"
T2 = "NUMBER OF INTERNAL LINKS>10"
T3 = "LINK TEXT CONTAINS CONTACT KEYWORDS (e.g. ADDRESS,LOCATION, CONTACT, etc)"
T4 = "NUMBER OF PEOPLE NAMES IN PAGE > 3"
T5 = "PAGE CONTAINS STOCK TICKER SYMBOL"
T6 = "PAGE CONTINES HEADER STARTING WITH WORD "ABOUT..""
...etc...

FIG. 1



TRAINING PHASE
50
23
TRAINING SET OF WEB PAGES WITH KNOWN CONTENTS
1
2
3
...
20
CONTENT TYPES FOR EACH WEB PAGE IN THE TRAINING SET
22
TEST RESULTS FOR EACH WEB PAGE IN THE TRAINING SET
15
CALCULATE STATISTICS
27

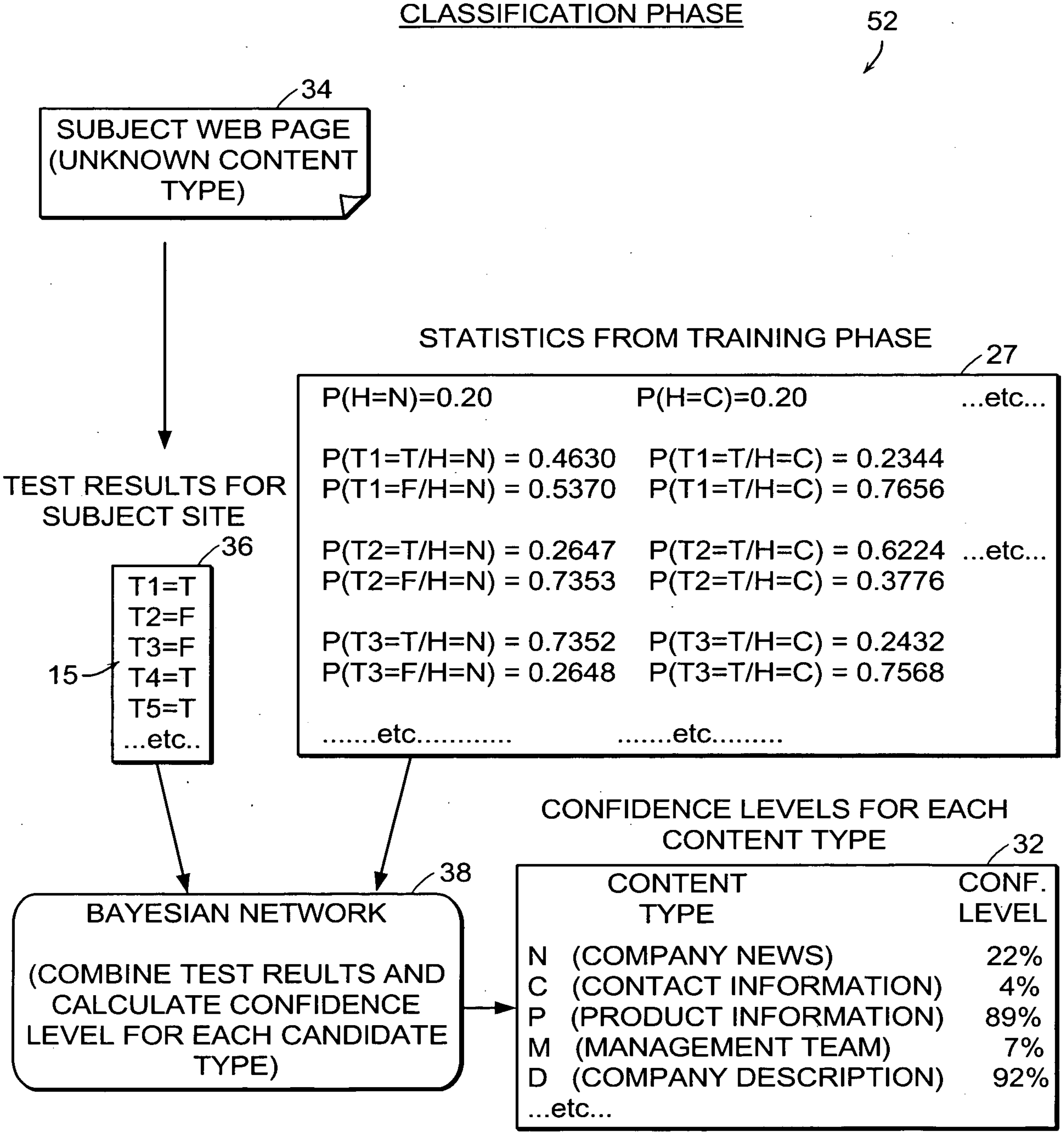
PAGE	CONTENT TYPES
1	N, C, P
2	N, C
3	D, M
4	M, P, C
.........etc....	

PAGE	T1	T2	T3	T4
1	T	F	T	F
2	F	T	F	F
3	F	F	T	T
4	F	F	T	T

P(H=N) = 0.20	P(H=C) = 0.20	.....etc......
P(T1=T/H=N) = 0.4630	P(T1=T/H=C) = 0.2344	
P(T1=F/H=N) = 0.5370	P(T1=T/H=C) = 0.7656	
P(T2=T/H=N) = 0.2647	P(T2=T/H=C) = 0.6224	.....etc......
P(T2=F/H=N) = 0.7353	P(T2=T/H=C) = 0.3776	
P(T3=T/H=N) = 0.7352	P(T3=T/H=C) = 0.2432	
P(T3=F/H=N) = 0.2648	P(T3=T/H=C) = 0.7568	
.......etc............	.......etc.........	

FIG. 2

CLASSIFICATION PHASE


52
34
SUBJECT WEB PAGE (UNKNOWN CONTENT TYPE)
TEST RESULTS FOR SUBJECT SITE
36
15
T1=T
T2=F
T3=F
T4=T
T5=T
...etc..
STATISTICS FROM TRAINING PHASE
27
BAYESIAN NETWORK
(COMBINE TEST REULTS AND CALCULATE CONFIDENCE LEVEL FOR EACH CANDIDATE TYPE)
38
CONFIDENCE LEVELS FOR EACH CONTENT TYPE
32

P(H=N)=0.20	P(H=C)=0.20	...etc...
P(T1=T/H=N) = 0.4630	P(T1=T/H=C) = 0.2344	
P(T1=F/H=N) = 0.5370	P(T1=T/H=C) = 0.7656	
P(T2=T/H=N) = 0.2647	P(T2=T/H=C) = 0.6224	...etc...
P(T2=F/H=N) = 0.7353	P(T2=T/H=C) = 0.3776	
P(T3=T/H=N) = 0.7352	P(T3=T/H=C) = 0.2432	
P(T3=F/H=N) = 0.2648	P(T3=T/H=C) = 0.7568	
.......etc............	.......etc.........	

CONTENT TYPE	CONF. LEVEL
N (COMPANY NEWS)	22%
C (CONTACT INFORMATION)	4%
P (PRODUCT INFORMATION)	89%
M (MANAGEMENT TEAM)	7%
D (COMPANY DESCRIPTION)	92%
...etc...	

FIG. 3

PREFERRED EMBODIMENT

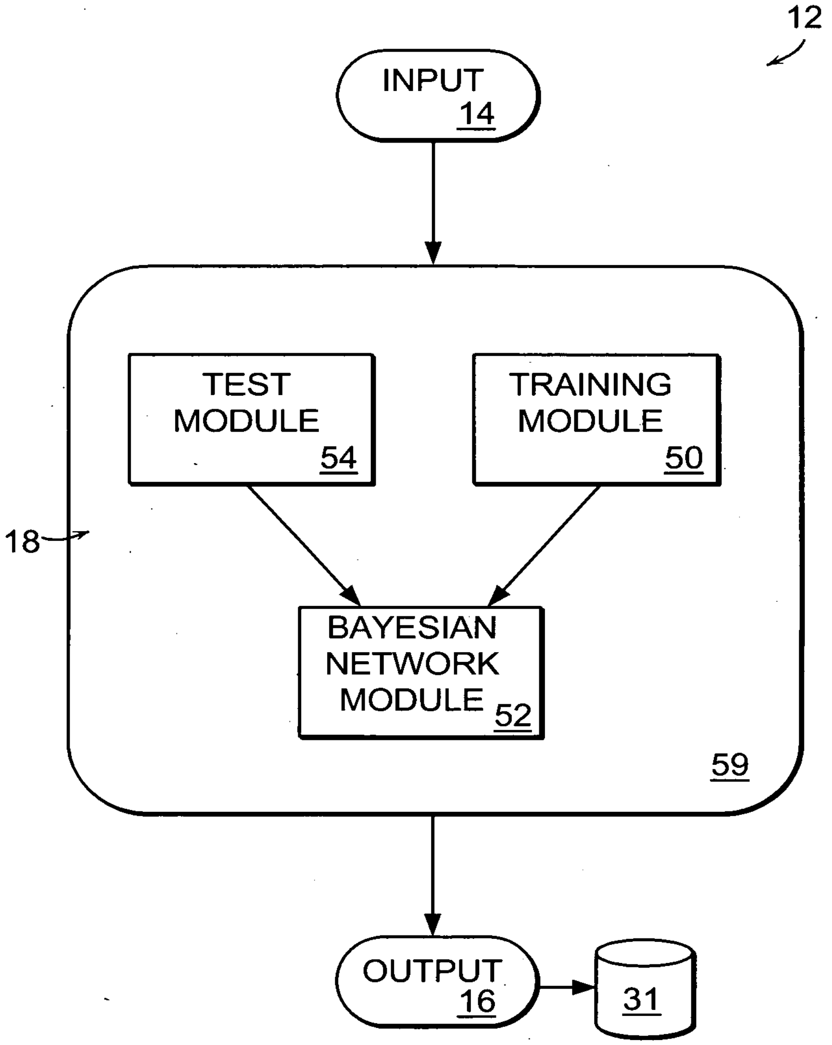


FIG. 4